

Message Text

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PAGE 01 STATE 181614

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INFO OCT-01 NEA-09 ISO-00 EB-05 RSC-01 /016 R

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DRAFTED BY: COM/BIC/OIM/MRD/KWRIGHT/YLH

APPROVED BY: EB/CBA/OCA/REP:GPWILSON

COM/BIC/OIM/PROGDEV/MRD/NBASSETT-216

COM/BIC/OIM/PROGDEV/RCS/CGENEREAU-216

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FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

UNCLAS STATE 181614

E.O. 11652: NA

TAGS: BEXP, BFOL, IS

SUBJECT: GLOBAL MARKET RESEARCH: FOOD PROCESSING AND
PACKAGING EQUIPMENT - ISRAEL

REF: STATE A-1665

1. MARKET RESEARCH DIVISION (MRD) HAS REVIEWED REPORT
PREPARED BY MANAGEMENT AND PRODUCTION CONSULTANTS LTD. AND
FOUND CONTRACTOR HAS NOT SATISFIED RESEARCH SPECIFICATIONS.
REPORT OFFERS SCANTY INFORMATION IN SOME IMPORTANT AREAS
AND CONTAINS INCOMPLETE OR IMPRECISE INFORMATION IN OTHER
AREAS.

2. ACTION REQUESTED

TRANSMIT COPY FOLLOWING ANALYSIS TO MPC LTD. SOONEST.
OBTAIN COMMITMENT FROM CONTRACTOR THAT HE WILL SUBMIT
INFORMATION REQUIRED TO AMEMBASSY BY SEPT. 6.

3. FINAL PAYMENT TO CONTRACTOR WILL BE AUTHORIZED
UPON RECEIPT AND ACCEPTANCE BY COMMERCE OF SUPPLEMENTARY
INFORMATION REQUESTED IN ANALYSIS.

4. ANALYSIS OF MPC LTD. REPORT (FOR CONTRACTOR)

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THIS ANALYSIS IS ORGANIZED IN ACCORDANCE WITH SEQUENCE OF MARKET RESEARCH SPECIFICATIONS. ADDITIONAL INFORMATION OR CLARIFICATION REQUIRED SUMMARIZED UNDER APPROPRIATE SECTION NUMBER. PARENTHETICAL PAGE REFERENCES APPLY TO MPC LTD. REPORT. INFORMATION REQUESTED KEPT TO MINIMUM REQUIRED TO PUBLISH COUNTRY MARKET SURVEY.

1.32 COMPLIANCE WITH SPECIFICATIONS. -MISSING OR INSUFFICIENT INFORMATION, AS CALLED FOR IN SECTIONS 3.21.06(D), 3.23.01(E), AND 3.40.01(F) OF RESEARCH SPECIFICATIONS--SEE BELOW--MUST BE PROVIDED. IN ADDITION, CONTRADICTIONS AND ERRORS IN DATA ARE APPARENT THROUGHOUT TEXT OF REPORT--E.G., SEE 3.31.02(A) AND 3.33.01(B) BELOW. ENTIRE REPORT MUST BE REVIEWED FOR SUCH ERRORS, AND CORRECTIONS MUST BE PROVIDED.

3.21.06(D) - PROVIDE STATEMENT OF RATIONALE FOR FORECASTS OF 1975 AND 1978 MARKETS, INCLUDING DISCUSSION OF PAST MARKET PERFORMANCE, GOVERNMENT ECONOMIC PLANNING (E.G., PROVIDE PERTINENT INFORMATION FROM LISTED SOURCES "DEVELOPMENT AIMS FOR THE ISRAELI INDUSTRY" FEBRUARY 1973 AND MAY 1974), BUSINESS TRENDS AND OTHER FACTORS. REPORT PROVIDES NO INFORMATION IN SUPPORT OF DATA GIVEN.

3.22.02 PROVIDE ESTIMATES OF U.S. SHARE OF 1974 IMPORTS (TABLE 6, P.28). CONTENT OF FOOTNOTE 1. NOT VALID.

3.23.01(E).- INDICATE TYPES OF EQUIPMENT OFFERED BY EACH LISTED THIRD-COUNTRY SUPPLIER (P. 32-33).

3.31.02(A).-REVISE THE FOLLOWING ERRONEOUS OR INCOMPLETE DATA: "1 MILLION PAPER PACKAGING" (0. 59, LINE 9); "5.5 TONS" (P. 59, LINE 10); AND "50 MILLIONS" (P. 59, LINE 13).

3.31.02(B).- INFORMATION SUPPLIED IS VAGUE AND INCOMPLETE. PROVIDE PERTINENT DETAILS ON TYPES AND EXTENT OF "ACTIVITIES" CARRIED OUT BY JOINT STAFF OF MINISTRY OF AGRICULTURE AND MINISTRY OF COMMERCE AND INDUSTRY IN SUPPORTING THE FOOD INDUSTRY IN DEVELOPING NEW PROCESSING METHODS (PP. 59-60).

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3.32.01(A).-INDICATE FOR EACH LISTED DAIRY PRODUCT (P. 77) WHETHER OUTPUT IS IN TONS OR LITRES.

3.32.01(D).-INDICATE WHETHER "1973-74" (P. 63 AND ELSEWHERE IN REPORT) REFERS TO FISCAL YEAR PERIOD OR TWO-YEAR PERIOD.

3.32-01(E).-MEANING OF SECOND SENTENCE UNDER HEADING
OF JERUSALEM LTD. (P. 64) UNCLEAR. PLEASE EXPLAIN.
INDICATE PLANNED DATES FOR START OF PROJECTS BY
HOD LAVAN LTD., MILOV OF, AND MIZRA DELICACIES (PP. 63-64).

3.33.01(B).-PRODUCTION CAPACITY OF 3 1/2 TONS PER DAY (P. 84)
APPEARS ERRONEOUS IN VIEW OF FIRM'S 95 PERCENT SHARE OF LOCL
MARKET. PLEASE REVISE.

3.40.01(A).- INDICATE NUMBER OF ENTERPRISES COMPRISING FOOD
PROCESSING EQUIPMENT INDUSTRY AND FOOD PACKAGING EQUIPMENT
INDUSTRY.

3.40.01(B).-OF THE LISTED MANUFACTURERS OF MATERIALS
HANDLING EQUIPMENT (PP. 98-102) PLEASE INDICATE WHICH FIRMS
PRODUCE EQUIPMENT PRIMARILY FOR PROCESSING OPERATIONS
AND WHICH PRODUCE EQUIPMENT MAINLY FOR PACKAGING.

3.40.01(F).-PROVIDE INFORMATION ON PROSPECTS FOR INDUSTRY
GROWTH, INCLUDING PROSPECTS FOR EXPORTS. ANALYSIS
OF TABLE 1 AND TABLE 6 DATA REVEALS THAT IMPORTS OF FPP EQUIP-
MENT ARE FORECAST TO GROW AT A CONSIDERABLY SLOWER RATE THAN
THE MARKET, INDICATING INCREASED DOMESTIC PRODUCTION. REPORT
PROVIDES NO SUPPORT FOR THIS CONCLUSION. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE181614
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/MRD/KWRIGHT/YLH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740228-0731
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740836/aaaabekl.tel
Line Count: 139
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-1665
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 06 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 JUN 2002 by reddocgw>; APPROVED <23 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: FOOD PROCESSING AND PACKAGING EQUIPMENT - ISRAEL
TAGS: BEXP, BFOL, IS
To: TEL AVIV
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005